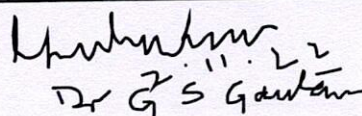


Theory Paper

Part A Introduction			
Program: Degree		Year: III	Session: 2023-24
Subject: English Literature			
1	Course Code	A3-ELIT1G	
2	Course Title	Business English (Theory)	
3	Course Type (Core Course/ Discipline Specific Elective/ Elective/ Generic Elective /Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	Open for All	
5	Course Learning Outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define and depict the basics of business communication in English, 2. Acquire communicative competence in the field of business, 3. Increase their knowledge of key business concepts worldwide, 4. Write and read basic business reports, faxes, and memos, 5. Expand vocabulary related to general business situations, 6. Develop confidence to deal with people and basic issues in the business world. 	
6	Credit Value	4	
7	Total Marks	Max. Marks: 30 + 70	Min. Pass Marks: 35
Part B- Content of the Course			
Total No. of Lectures (in hours per week): 02			
Total No. of Lectures: 60 Lectures			
Unit	Topics	No. of Lectures (1 Hour Each)	
I	<p>Introduction to Business English</p> <ul style="list-style-type: none"> ● Basics of Corporate Communication ● Cross-cultural awareness <p style="text-align: center;">Keywords: <i>Marketing, Start-up, USP</i></p>	15	
II	<p>Business Correspondence</p> <ul style="list-style-type: none"> ● Emails– register, style, standard phrasing ● Notes and memos, Business specific language phrases <p style="text-align: center;">Keywords: <i>HR, Branding, Recruitment, Public Relations</i></p>	15	
III	<p>Business Proposals</p> <ul style="list-style-type: none"> ● Formats, methods, and principles of business proposals ● Writing effective business proposals 	15	


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	Keywords: <i>Stakeholders, Leverage, Clauses</i>	
IV	Business Reports <ul style="list-style-type: none"> • Skim reading reports and news feeds • Writing reports: style, conventions, register Keywords: <i>Freelance, Revenue, Balance-sheet</i>	15

Keywords/Tags:

Part C-Learning Resources

Text Books, Reference Books, Other resources

1. Suggested Readings:

1. Bhalla, P., "Business English", VS Publishers, India, 2016.
2. Digiacomio, M., "The English Grammar Workbook for Adults: A Self-Study Guide to Improve Functional Writing", Rockridge Press, 2020.
3. Gupta, R., "Rapidex Business English", Pustak Mahal, India, 2017.
4. Kapoor, RR., "In Translation: Literature Across the World", Authors Press, India, 2021.

2. Suggestive digital platforms/ web links

1. www.eshiksha.mp.gov.in
2. <https://www.northeastern.edu/graduate/blog/what-is-corporate-communications/>
3. <https://www.instructionalsolutions.com/blog/business-email>
4. <https://blog.hubspot.com/sales/how-to-write-business-proposal>
5. [https://en.wikipedia.org/wiki/Proposal_\(business\)](https://en.wikipedia.org/wiki/Proposal_(business))
6. <https://www.unr.edu/writing-speaking-center/student-resources/writing-speaking-resources/how-to-write-a-business-report#:~:text=A%20business%20report%20is%20a,show%20you%20the%20basic%20outline.>
7. <https://blog.bit.ai/business-report/>

3. Books published by Madhya Pradesh Hindi Granth Academy, Bhopal

Suggested equivalent online courses:

1. **Free Business English Tutorial - Udemy link:**
<https://www.udemy.com/course/free-business-english-course/>
2. **Free Business English Lessons - Oxford Online English link:**
<https://www.oxfordonlineenglish.com/free-business-english-lessons>

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks

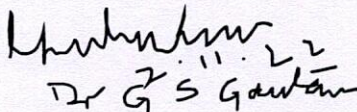
Internal Assessment : Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70

Any remarks/ suggestions:

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Practical Paper

Part A Introduction			
Program: Degree		Year: III	Session: 2023-24
Subject: English Literature			
1	Course Code	A3-ELIT1R	
2	Course Title	Practising Business English (Practical)	
3	Course Type (Core Course/ Discipline Specific Elective/ Elective/ Generic Elective /Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	Open for All	
5	Course Learning Outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define and depict the basics of business communication in English, 2. Acquire communicative competence in the field of business, 3. Increase their knowledge of key business concepts worldwide, 4. Write and read basic business reports, faxes, and memos, 5. Expand vocabulary related to general business situations, 6. Develop confidence to deal with people and basic issues in the business world. 	
6	Credit Value	2	
7	Total Marks	Max. Marks: 100	Min. Pass Marks: 35
Part B- Content of the Course			
Total No. of Lectures/Practical (in hours per week): 01 lecture of 2 hours			
Total No. of Lectures: 30 Lectures			
Unit	Topics	No. of Lectures (2 Hours Each)	
I	<p>Presentation and Negotiation</p> <ul style="list-style-type: none"> ● Presentation: <ul style="list-style-type: none"> ○ How to: <ul style="list-style-type: none"> ■ Introduce a topic effectively ■ Link and sequence ideas ■ Conclude ■ Respond to questions ● Negotiation: <ul style="list-style-type: none"> ○ How to: <ul style="list-style-type: none"> ■ Use key negotiating language and frame your argument ■ Negotiate with suppliers and customers 	15	


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	Keywords: <i>Allocation of assets, Entrepreneur, Gig economy</i>	
II	Social English <ul style="list-style-type: none"> • How to: <ul style="list-style-type: none"> ○ Indulge in speed networking ○ Present an elevator pitch ○ Perform well in business conventions: information and communication Keywords: <i>Skillset, Investment, Ownership</i>	15

Keywords/Tags:

Part C-Learning Resources

Text Books, Reference Books, Other resources

1. Suggested Readings:

1. Bhalla, P., "Business English", VS Publishers, India, 2016.
2. Digiaco, M., "The English Grammar Workbook for Adults: A Self-Study Guide to Improve Functional Writing", Rockridge Press, 2020.
3. Gupta, R., "Rapidex Business English", Pustak Mahal, India, 2017.

2. Suggestive digital platforms/ web links

1. www.eshiksha.mp.gov.in
2. <https://www.skillsyouneed.com/ips/negotiation.html>
3. <https://www.slideshare.net/imorsy/negotiation-skills-presintation>
4. https://en.wikipedia.org/wiki/Speed_networking
5. https://en.wikipedia.org/wiki/Elevator_pitch

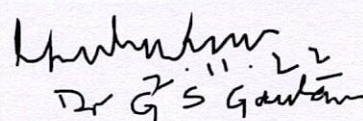
3. Books published by Madhya Pradesh Hindi Granth Academy, Bhopal

Suggested equivalent online courses:

1. **Free Sales and Negotiation Skills Course - ALISON.COM**
<https://alison.com/course/sales-and-negotiations-skills>
2. **Free Course on Negotiation, Meditation and Conflict Resolution Specialization - COURSERA.COM**
<https://www.coursera.org/specializations/negotiation-mediation-conflict-resolution>

Suggested Academic Activities for Experiments:

1. Testing the learners' pronunciation abilities through reading out any authentic text.
2. To test the learners' knowledge about the meaning, synonyms, antonyms of difficult words used in any standard text and their usage in new sentences.
3. To test the learners' knowledge about the different possible forms of root words from any standard text/daily newspapers and their usage in new sentences.
4. Identifying different tenses and prepositions used in any authentic text/daily newspaper and recreating sentences from them.
5. Identifying types of sentences used in any standard text and reusing them to form new sentences.


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6. To conduct quiz activities for the learners based on different parts of speech (noun, pronoun, verb, adverb, adjective, preposition, conjunctions, exclamation)
7. Identifying connectors (for example:but, moreover, furthermore, hence, therefore, so, in the light of the above etc) from any standard text and reusing them in situational English.
8. Identifying literary devices and figures of speech from any authentic text/daily newspapers/magazines.
9. Identifying verbal phrases, idioms, and proverbs found in any authentic text/daily newspapers/magazines and using them in real-life/situational English. (Lexical Approach)
10. Voice and language modulation activities
11. Enactment through body language and expression
12. Testing the fluency of the learners through real-life/situational (informal) English.
13. Recreating sentences from Formal into Informal English.
14. Learners should be asked to continuously practice language skills (LRW) based on resources available in the classroom

For example: speech available on the mobile internet platforms like YouTube, EDX etc can be used for listening exercise; using newspapers and standard textbooks for reading and writing skills; based on these three activities (LRW), learners should be inspired to practice the speaking skill.

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Internal Assessment	Marks	External Assessment	Marks
Class Interaction /Quiz	30	Viva Voce on Practical	70
Attendance		Practical Record File	
Assignments (Charts/ Model Seminar / Rural Service/ Technology Dissemination/ Report of Excursion/ Lab Visits/ Survey / Industrial visit)		Table Work / Experiments	
		Total Marks : 100	

Any remarks/ suggestions:

Dr G S Gauran

Department of Higher Education